

NEW BRANDS SUMMARY

CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 11/01/91

NATIONAL/REGIONAL	PM				
	VOLUME (MM)	RETAIL SHARE	SHIPMENT SHARE		
			WEEK	4 WK	CUME
Marlboro Medium	106.20	1.7 *	1.02	1.13	1.94
Bristol	188.56	1.4 *	1.80	1.59	1.47
Bucks	22.57	0.4 *	0.22	0.23	0.48
Cambridge Lowest	9.44	0.2 *	0.09	0.10	0.20
Bristol Lowest (Reg 2)	2.51	0.1 *	0.12	0.07	0.13
Commander (Reg 1,3,4,5)	2.82	0.1 *	0.03	0.04	0.08

TEST MARKET

3&H De-Nic - Arizona	0.12		0.14	0.13	0.49
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Marlboro Ultra Lights

Indianapolis (B/W)	1.28		1.10	1.23	1.15
Portland (R/C)	0.66		0.49	0.64	0.66
Nashville (R/W)	0.79		0.97	0.91	1.20

Bucks

Arizona	0.17		0.13	0.18	0.61
Birmingham	0.41		0.39	0.31	0.60

NATIONAL/REGIONAL	COMPETITIVE	
	RETAIL	SHARE
		MONTHLY SHIPMENT
Camel Ultra Lights	0.4 *	0.2
Misty	0.7 *	0.6
Sterling (SG)	0.4 *	0.7
Bull Durham	0.3 *	0.2
Capri 120's	0.2 *	0.2
Magna (SG)	0.6 *	0.7
Camel 99	0.4 *	0.2
Winston Ultra Box	0.2 *	0.1

TEST MARKET

Horizon

Atlanta	0.4 #	0.1
St. Louis	0.5 #	0.1
Dallas	0.7 #	0.1

Dakota

Houston (85's & 100's)	0.3 **	LT 0.1
Nashville (85's & 100's)	0.2 #	0.1
Arizona (Slide Box 85's)		0.1

Style

Hartford (FM)	LT 0.1 ***	---
New Orleans (PV)	0.4 #	0.1

Newport Half Pack

Mississippi/Louisiana	0.5 *	0.4
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Belair (SG)

Maine	0.8 #	0.3
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Retail Audit
* New Nielsen
** Convenience Scanning

**** Scanning Supermarkets
*** ICC

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